

# Village SDGs and Social Mapping: Efforts to Recognize the Potential of Village Towards Achieving the SDGs

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## **ABSTRACT**

The article focuses on efforts to describe social mapping in recognizing the potential of Kiluan Negeri Village in supporting the achievement of village Sustainable Development Goals (SDGs). This qualitative study uses several data collection techniques, including interviews, focus group discussions, and unstructured observation. The results of the study show that in the environmental aspect, there is no integrated environmental management mechanism in Kiluan Negeri Village; in the social aspect, Kiluan Negeri Village has a good enough social capital to start optimizing the potential of the village they have; and in the economic aspect, the Kiluan Negeri Village holds great potential in the field of the tourism economy. For this reason, it is necessary to establish partnerships (government, private sector, academia, media) and explore collaboration with other villages.

**Keywords:** village SDGs, social mapping, village potential

## **ABSTRAK**

*Tulisan dalam artikel ini memfokuskan pada upaya penggambaran pemetaan sosial dalam menemukenali potensi Desa Kiluan Negeri dalam mendukung pencapaian Sustainable*

*Development Goals (SDGs) desa. Studi ini merupakan penelitian deskriptif dengan pendekatan kualitatif dengan mengombinasikan beberapa teknik pengumpulan data, seperti wawancara, diskusi kelompok terfokus (FGD), dan observasi tak terstruktur. Hasil kajian menunjukkan bahwa pada aspek lingkungan, belum ada mekanisme pengelolaan lingkungan hidup yang terpadu di Desa Kiluan Negeri; pada aspek sosial, Desa Kiluan Negeri memiliki modal sosial yang cukup baik guna memulai mengoptimalkan potensi desa yang mereka miliki; dan pada aspek ekonomi, Desa Kiluan Negeri menyimpan potensi besar di bidang ekonomi pariwisata. Untuk itu, diperlukan upaya untuk menjalin kemitraan (kalangan pemerintah, swasta, akademisi, media) dan menjajaki kolaborasi dengan desa lain.*

**Kata Kunci:** *SDGs desa, pemetaan sosial, potensi desa*

## INTRODUCTION

December 2015 was the last point of implementation of the Millennium Development Goals (MDGs) in all countries, including Indonesia. Until the last year of implementation of the MDGs, Indonesia has managed to achieve 49 of the 67 indicator targets set (Lisbet, 2016; Rasanjani, 2018). Of course, this achievement indicates that there has been an improvement in the quality and standard of living for the people of Indonesia. Then as a continuation of the MDGs, the Sustainable Development Goals (SDGs) are present as a commitment of the international community, a new milestone in the development of countries, continuing the MDGs, for a better human life (United Nations, 2015).

For this context, the Indonesian government is serious about implementing the SDGs agenda. This commitment is manifested in the form of Presidential Regulation Number 59 of 2017 concerning the Implementation of the Achievement of the Sustainable Development Goals. Presidential regulation is the basic reference in implementing and achieving the SDGs carried out in a participatory manner by involving all parties. The objectives of the SDGs are development that maintains the continuous improvement of people's economic welfare, development that maintains the sustainability of people's social life, development that maintains the quality of the environment and development that ensures justice and the implementation of governance that can maintain the improvement of the quality of life from one generation to the next (see United Nations, 2015).

The Government of the Republic of Indonesia continues to try to reduce the number of poor people, especially those in rural areas. The state budget allocation has been disbursed to assist village governments in efforts to empower communities to be able to get out of the poverty line. The priority of using village funds disbursed by the central government is in accordance with the mandate of the law, one of which is aimed at sustainable development or Village SDGs. This reaffirms that the "village development" framework has become an important and mainstreaming issue for the implementation of rural development in Indonesia. Moreover, with the government's commitment in realizing the Village SDGs, for this reason, there is a need for an in-depth study of social mapping that covers environmental, social, and economic aspects in a rural community. Previous studies have also illustrated the importance of implementing the SDGs at the village level by taking into account the scope of sustainable local planning and including aspects of social mapping (see Szetey et al., 2021; Affandi, Permana, Yani, & Mursitama, 2020; Iskandar, 2020).

This article discusses social mapping steps in recognizing the potential of Kiluan Negeri Village in supporting the achievement of Village SDGs. As one of the villages located in the coastal area, Kiluan Negeri Village holds a lot of potential natural resources that, if utilized optimally, can contribute to the welfare of the local village community. The study conducted by Guntur (2017) revealed that the coastal area of Kiluan Bay has great potential in the field of tourism economy to develop optimally as soon as possible. The same thing was also stated by Fitriawan, Murdika, and Yudamson (2019) who explained that Kiluan Negeri Village is

one of the tourist targets in the Lampung area which attracts a lot of tourists. However, there are several problems that often occur so that the potential of the existing village has not been developed and utilized properly.

## OVERVIEW OF SOCIAL MAPPING

The concept of social hidden can be understood as a visual method that shows the relative location of a community or group that is used to identify and explore the conditions of the social community. In this context, the social arrest can be interpreted to describe the socio-economic conditions of the community, for example, pictures of settlement positions, sources of livelihood, roads, health services, and public facilities (Adnan, 2018).

Social mapping as a tool of social analysis has several functions including: (a) ansos is a basic tool and assistance in our efforts to locate and understand a particular problem, (b) understanding of the problem. Putting it in the context of social reality has a relatively wider reach, and (c) its scope, including the span of time (commonly referred to as history), structure (social-economic, political, cultural conditions or circumstances), value relations, and space (both local-global levels).

At the practical level, social capture must be carried out in a participatory manner and the solution is. Building a systematic understanding (systematic learning process) is a process of using critical intelligence to discuss their actions with each other and develop them, so that their social actions can influence social change (Sukaris, 2019).

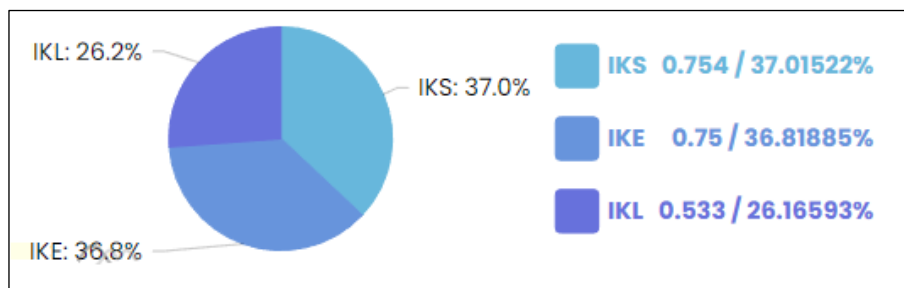
## RESEARCH METHOD

The study carried out is classified as descriptive research with a qualitative approach. Some of the data collection techniques that have been carried out include interviews, focus group discussion (FGD), and unstructured observation. The interview activity was carried out by involving several informants, namely the village head, village secretary, and representatives of the residents of Kiluan Negeri Village. Then the FGD activities were carried out by involving participants consisting of village government officials, village consultative body personnel, and representatives of village community institutions, such as: Kelompok Sadar Wisata (Pokdarwis), Kelompok Masyarakat Pengawas (Pokmaswas), and Badan Usaha Milik Desa (BUMDes). The scope of unstructured observation is carried out by making direct observations and recordings of the object of this study, namely (1) place, observation in the physical environment of Kiluan Negeri Village; (2) person, observations on people who play a particular role in rural communities, and (3) activity, observations on various activities carried out by actors in ongoing social situations.

## PORTRAIT OF KILUAN NEGERI VILLAGE DEVELOPMENT, KELUM-BAYAN SUB-DISTRICT, TANGGAMUS REGENCY

Kiluan Negeri Village is one of the villages located in Kelumbayan Sub-district, Tanggamus Regency whose Building Village Index (IDM) status in 2022 is in the "Developing" category. This can be said to be quite ironic considering that this village in the coastal area of Lampung has a lot of potential for natural resources, especially the potential for marine tourism. The IDM value of Kiluan Negeri Village in 2022 was 0.6792 (value scale 0-1) with the distribution of composite indices as follows: (1) Environmental Resilience Index (IKL) of 0.533; (2) Social Resilience Index (IKS) of 0.754, and (3) Economic Resilience Index (IKE) of 0.75 (Ditjenppmd, 2022).

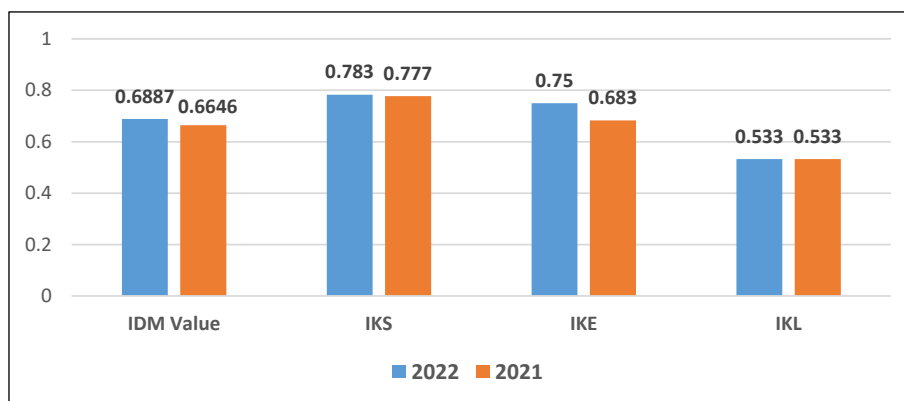
Fig. 1. Composite Index (IKL, IKE, and IKS) of IDM Kiluan Village in 2022



Source: <https://idm.kemendes.go.id/rekomendasi>, 2022.

In figure 2, a comparison of IDM values in Kiluan Negeri Village for the last two years (2021 & 2022) is presented, the IDM score in 2022 has slightly increased when compared to the IDM score in the previous year. Sukiyono et al. (2019) explained that IDM can photograph the development of village independence and direct stability in government development policy interventions. This intervention is adjusted to the participation of village communities which correlates with the characteristics of the village area, namely typology and social capital. IDM status of Kiluan Negeri Village for the past two years is still in the "developing" category. This portrait still has not reached the target of "advanced village" status as stated for Kiluan Negeri Village. The IDM score in 2022 is estimated at 0.6887, while the minimum IDM score for the targeted status of Advanced Villages is 0.7073. That means an additional score of 0.0186 is still needed so that the achievement of the status of the "advanced village" in Kiluan Negeri can be realized.

Fig. 2. Comparison of IDM Values of Kiluan Village in 2021 & 2022



Source: <https://idm.kemendes.go.id/rekomendasi>, 2021-2022.

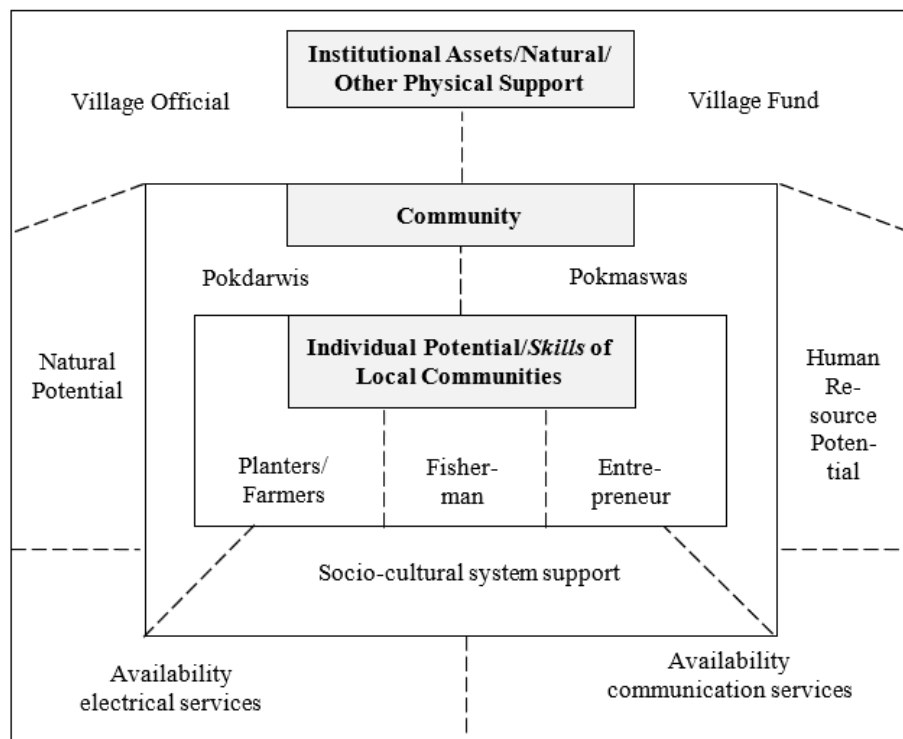
When governments make SGDs the mainstream of sustainable development, it has become a necessity for the provision of basic services in remote areas to be fulfilled during the transition period from millennium development goals (MDGs) to sustainable development goals (SDGs) (Haque & Saroar, 2020). However, for the Indonesian context, the reality on the ground shows that there are still villages that are quite difficult in obtaining basic services such as education and health facilities. For this reason, the government can consider the use of a sustainable-oriented service innovation strategy in the provision of these basic services, such as the involvement of the tourism sector (Calabrese & Costa, 2021) and encouraging the role of non-state actors, especially national enterprises, towards the development of the education and health sector (Bello, 2020).

### SOCIAL MAPPING IN SUPPORTING THE ACHIEVEMENT OF VILLAGE SDGS

The scope of social mapping in recognizing the potential of Kiluan Negeri Village is carried out by adopting an assets-based community development model developed by Kretzmann & McKnight (1996). They developed a community assets map and community needs map method that focuses on community-owned assets which can thus be used as the main basis for the development of development programs in supporting the achievement of Village SDGs. The process of identifying the community assets map and community needs map was carried out in conjunction with discussion focus group activities with the participants.

In general, the community assets map in Kiluan Negeri Village is quite supportive in supporting the achievement of village SDGs. This can be seen from the support of institutional assets and the potential of local communities (see Figure 3). As with the condition of villages in general in Indonesia, in Kiluan Negeri Village there has been a village institutional structure that is able to carry out the duties and functions of village government. Kiluan Negeri Village has also been given village funds every year that can be used to finance village development. The realization of participatory village development is also reflected in the formation of several community groups, including: (1) tourism awareness groups (Pokdarwis) who pay a lot of attention to efforts to develop tourism villages, and (2) supervisory community groups (Pokmaswas) that continue to carry out initiatives and various concrete actions related to the sustainability of marine and fishery resources.

Fig. 3. Community Assets Map in Kiluan Negeri Village



Kiluan Negeri Village is also supported by abundant natural potential. The FDG participants revealed that their villages produce a lot of abundant agricultural/plantation and fishery products. The variety of agricultural/plantation products produced includes bananas, coconuts, and cocoa, while for fishery products including the catch of sea fish, octopus, and shells/conch. For this reason, most of the people of Kiluan Negeri Village have a livelihood as planters/farmers, fishermen, and entrepreneurs.

All FDG participants also realized that Kiluan Negeri Village is closely related to the icon of a marine tourism village. Their village is often visited by domestic and even foreign tourists. There are various tourist destinations that are often enjoyed by tourists ranging from dolphin tours, trekking to Gayau Lagoons, exploration of Kelapa Island, snorkeling activities, and reef diving corals, to fishing activities. FDG participants also revealed that in their village there are several other tourism potentials that can be developed, such as: mangrove forest exploration to climbing Mount Tanggang. Given the huge potential of marine tourism in Kiluan Negeri Village, it is appropriate if the village area in Kiluan Bay is included in the top 100 of the Indonesian Tourism Village Award (ADWI) 2022 (LidikID, 2022).

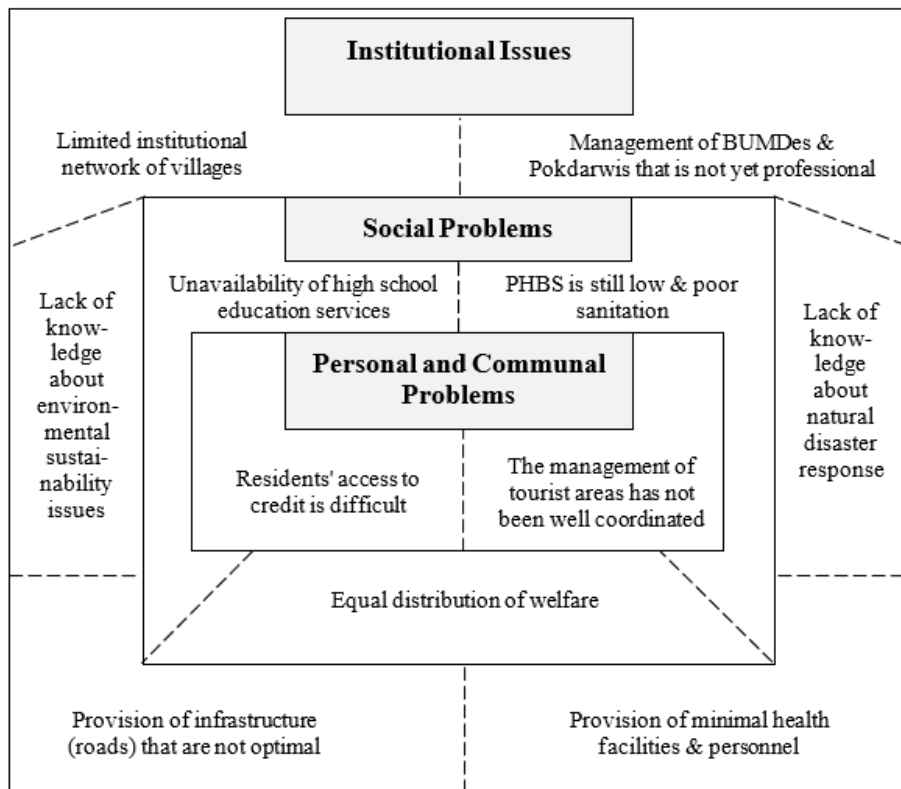
Other mapping results also show that Kiluan Negeri Village has a good social capital as one of the important aspects in social development. This can be seen from the high faith/willingness of all elements of the residents to build their villages to be more advanced. In this village, tolerance and high social solidarity have been established so that a sense of security in the midst of multicultural life has been felt by every villager.

The description of the community assets map above illustrates that Kiluan Negeri Village has all the strength and capacity to develop into an "advanced village". This basic capital should be properly utilized as a development resource for Kiluan Village by prioritizing the Village SDGs as the target of sustainable development goals.

Meanwhile, the development of Kiluan Negeri Village is also inseparable from various problems that are often an obstacle in village development efforts. The scope of problems faced by Kiluan Negeri Village includes institutional, social, communal, and personal problems (see Figure 4).

The scope of institutional problems that have been identified includes: (1) limited village institutional networks and (2) management of several types of village institutions that are not yet professional. The officials of Kiluan Negeri Village realize that their village has not yet developed a network and collaboration on inter-rural development. Whereas in mid-2017, the research team had conducted counseling on the development of joint BUMDes between Kiluan Negeri Village and Negeri Kelumbayan Village (see Fahmi, et al., 2019). Unfortunately, the form of joint BUMDes between the two villages was not realized well. In the future, Kiluan Negeri Village must be able to adapt to rapid changes so that village growth and development can be more accelerated, this is in line with the 18th goal of the Village SDGs is Dynamic Village Institutions and Adaptive Village Culture.

Fig. 4. Community Needs Map in Kiluan Negeri Village



Related to the social problems that exist in Kiluan Negeri Village, we identified at least six points including: (1) the unavailability of educational services for the high school level, (2) the management of BUMDes and Pokdarwis that are not yet professional, (3) the lack of knowledge about natural disaster response, (4) clean and healthy living behaviors (PHBS) which are still low and poor sanitation, (5) knowledge of environmental sustainability issues, and (6) welfare equity issues. The two initial problem points above have been mentioned in the previous discussion. As for the issue of environmental sustainability and natural disasters, it is interesting to elaborate further. These two issues are directly related to the goals of the Village SDGs, namely the 13th Goal of climate change response villages and the 14th goal of environmentally concerned villages.

Regarding environmental aspects, Kiluan Negeri Village is still faced with waste problems, uneven access to sanitation, waste pollution in coastal areas, and the efforts of marine ecosystems. From the results of the FGD, it was revealed that the participants agreed on the issue of waste in Kiluan Negeri Village, which is increasingly worrying. The context of the waste here is more about household waste that is thrown into the sea from outside Kiluan Negeri Village. Then, when the wind season arrives in the Kiluan Bay area, the beachside area around the village is full of scattered garbage. Not to mention if there are foreign ships that dump waste in the Kiluan Bay area. According to one of the informants, there must be in every year foreign ships that dump waste in the sea around Lampung Bay, the type of waste that ultimately pollutes the coastal area is usually in the form of waste oil and asphalt. Meanwhile, this village does not yet have an integrated waste management mechanism and the various wastes are only destroyed by burning.

Referring to the Community Needs Map in Kiluan Negeri Village, which is associated with economic aspects, it is clear that there are problems regarding the equitable distribution of welfare in the village. Coupled with the problem of difficult access for villagers to obtain



credit to develop their businesses. The results of observations made by the research team also showed that the village market located on the edge of Kiluan Beach did not seem to be functioning as it should. This situation is very unfortunate, even though physically the village market building is quite sturdy and neatly arranged. This village market has been designated as a culinary market / souvenir for Kiluan Bay Tourism and the existence of this village market should be revitalized again so that it can function again in driving the economy of the local community.

The development of the Kiluan Bay tourism sector must receive serious attention from both the local and central governments. In the development process, collaboration efforts with the private sector and the involvement of academics in building a tourism ecosystem are also needed by utilizing the assets and potentials that exist around and are owned by the people of Kiluan Negeri Village. The development of tourism villages in Kiluan Negeri can be done with a Community Based Tourism (CBT) approach. The CBT approach emphasizes the collaboration between the development of tourism villages and the process of community empowerment simultaneously and in its implementation village community institutions/organizations have an important role in the sustainability of tourism villages (see Syafi'i & Suwandono, 2015; Krisnani & Darwis, 2016; Andayani, Martono, and Muhamad, 2017).

## CONCLUSION

This study has contributed to a comprehensive explanation of social mapping as an effort to recognize the potential of Kiluan Negeri Village in supporting the achievement of Village SDGs. The scope of mapping in this study is focused on environmental, social, and economic aspects by presenting it in the form of a community assets map and community needs map. The identification results show that Kiluan Negeri Village has a community asset component that is quite supportive in supporting the achievement of village SDGs. This can be seen from the support of institutional assets and the potential of local communities. However, Kiluan Negeri Village is still faced with classic problems related to environmental issues, for example: waste problems, uneven access to sanitation, waste pollution in coastal areas, to the cultivation of marine ecosystems. In this village, there is also no integrated waste and waste management mechanism based on local communities. As for the economic aspect, Kiluan Negeri Village has great potential in the field of tourism economy, but the potential of the existing village has not been able to be developed and utilized optimally. For this context, collaboration involving the government, the private sector, academics, and the role of the media is needed in building a tourism ecosystem that focuses on utilizing assets and potential of the local community of Kiluan Negeri Village.

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